

**ASTD Northeast Florida
Board Meeting Minutes
Date: October 27, 2012
Location: University of Phoenix**



In Attendance	Robert Zinsser President-Elect Alison Cruess, VP IT Tina Echeverry, VP Professional Development Jennifer Jamison, VP Membership Linda O'Connell, VP Sponsorships Tom Speer, VP Programs Jeff Geloneck, VP eSIG Laura Steigelman, VP Member Involvement Sue Raffensperger, Past President Lynne Higgison, incoming VP CMSIG Casey Gibson, VP Public Relations Susan Abraham, Chapter Administrator Quorum established
Absent	Ida Gropper, President Derree Braswell, Director Rachel Stromberg, Director at Large Lynne Orr-Holley, VP Finance Marilyn Feldstein, VP CMSIG
Begin	8:40 a.m.
End	10:01 a.m.

Agenda Item	Details	Follow-up
Sue Raffensberger, Past President (Welcome and Minutes)	-- Sue called the meeting to order -- Sue directed everyone to review the August Board of Director meeting minutes dated 09/12/12 <u>Corrections to 9/12/12 Board of Directors Meeting Minutes:</u> P2 Handout 2 The minutes should reflect that the web interface for Hyperoffice is better used for quick reads and not for editing documents. Also, in the follow-up section, a reference to the Hyperoffice demo reads "deo" instead of "demo." P2 change "packed" to "packet" P3 handout7; strike last sentence about sending communiques to Ida for review. P4 Big Event Discussion – change \$2900 to \$2500, in relation to the cash sponsorships P4 Big Event Discussion: change to say Marilyn suggested that we not recruit new members to the Board until they have proven their interest through involvement on committees (last item) MOTION: to approve August Board of Directors' minutes dated 9/12/12 with the requested changes (Tina); - Linda seconded the motion - Motion passed (unanimous).	

<p>Alison Cruess, VP IT (HyperOffice Demo)</p>	<p>Topic: Calendaring</p> <ul style="list-style-type: none"> • Web interface (www.astdnefl.hyperoffice.com) • Use calendar to schedule Conference Line • Use to link files to meeting events instead of attaching to emails • Casey/Alison – might be able to put monthly events in Hyperoffice calendar 	<p>Alison will continue to prepare and deliver Hyperoffice demos.</p>
<p>Robert Zinsser, , President Elect (2013 Board of Directors Voted at September 20 Chapter Event)</p>	<p>The approved 2013 BoDs are:</p> <p>VP Sponsorship (appointed) Tami Beaty President Elect Tina Echeverry VP Professional Development Alison Turner VP CMSIG Lynn Higgison VP Finance Lynne Orr-Holley VP Public Relations Casey Gibson VP eSIG Jeff Geloneck VP Membership Jennifer Jamison VP Member Involvement Laura Steigelman VP Programs Tom Speer VP IT Alison Cruess President Robert Zinsser Past President Ida Gropper Director at Large Rachel Stromberg</p> <p>Effective 2013</p>	
<p>Tom Speer, VP Programs Alison Cruess, VP IT (Chapter Communication-Update)</p>	<p>-- Tom gave an overview of a conference call attended by the VPs of Programs, eSIG, CMSIG, IT, and Communications (a “Communications Working group”), to address several chapter communication issues. He introduced a handout showing discussions, decisions, and suggestions. See Handout 1 p ½ , Handout 1 p 2/2</p> <p>-- Alison explained the committee’s recommendations related to the quality of outgoing communication:</p> <ul style="list-style-type: none"> • Officers with programs (Programs, CMSIG, eSIG, Big Event) will continue to use the template for any event going into WA/Hyperoffice • Any outgoing communications should have 3 sets of eyes review it prior to sending (i.e Author/VP, Casey, Alison) <p>Tom explained the committee’s recommendations related to the frequency of communication</p> <ul style="list-style-type: none"> • To address the problem with excessive emails during registration for events, Alison will set WA to only send two announcement emails, and will look into reducing the number of confirmation messages after registration (reduce from 3 to 1—one from ASTD, one from PayPal, and one more reminder) 	<p>VPs with programs will use the event template created by IT.</p> <p>VPs/Alison/Casey will ensure that communications are reviewed by at least three people prior to being posted.</p> <p>Alison will reconfigure the event emails in WA.</p>

	<ul style="list-style-type: none"> • Casey and Alison will look into using a blog as an alternative source of communication (instead of emails) • Some questions will be added to the member survey related to methods of Chapter communications <p>-- Casey asked whether we need the Newsletter, and if members actually read it. She suggested that a question be added to the survey about how members receive/consume the newsletter.</p> <p>-- Sue reminded the Board that quarterly communication is a CORE requirement for chapter and national activities and services. .</p> <p>-- Casey mentioned that social media sites and/or a monthly chapter letter could be used for event announcements rather than emails.</p> <p>-- Tom stated that another recommendation from the communications working group is to create a permanent communications steering committee, under the VP of PR to research, develop, implement, and monitor solutions for the above issues.</p> <p>-- Tom, related to the directing of incoming emails, stated that Susan now uses the routing table Ida created last year; however, if an email is sent to multiple VPs, whoever handles it needs to let others know it's done.</p> <p>-- Alison suggested that a permanent "communication committee" can handle requests from other organizations.</p> <p>-- Jeff, from a session at ALC, said we can also consider putting a "Sister Organization" section on letters, announcements, etc.</p> <p>-- Tina mentioned that she found out at ALC that National is giving Board member info out, which is why the Board is receiving emails from other ASTD chapters.</p> <p>-- Alison explained the committee's thoughts on increasing the use of social media; Casey will start pushing this, but Board must get involved (Twitter, Linked-In, Facebook).</p> <p>General Agreement to form permanent committee to handle communication issues..</p>	<p>Casey/Alison will research blog options</p> <p>Casey will submit the questions to Laura to be added to the member survey</p> <p>All BoD should join the chapter leaders Linked In.</p> <p>Casey can begin the process of developing the Communications Committee</p>
<p>Jeff Geloneck, eSIG VP</p> <p>Tom Speer, VP Programs</p> <p>ADA Statement on Event Registrations)</p>	<p>-- Jeff addressed the ADA issue concerning a member with a latex allergy. Research indicates we are bound by ADA regulations, but only the CPLP preparation sessions may be affected. At ALC we found out that other chapters have not dealt with ADA issues, but we were advised to insert an ADA message into our event announcements and reminders. Starting immediately, the message in Handout 2, drafted by Tom, will be inserted in announcements/reminders, and the eSIG announcement</p>	<p>All VPs will insert the verbiage in their event announcements. Alison/IT will ensure the verbiage is in reminders and other appropriate communications.</p>

	<p>will also include a note that latex is present at the venue.</p> <p>Another recommendation is to periodically rotate venues, to ensure that members with special needs (or travel issues) have an opportunity to attend some events. See Handout 2</p>	
<p>Lynne Orr-Holley, VP Finance</p> <p>Susan Abraham Chapter Administrator</p> <p>Event Charges and Registration Information</p> <p>Sending substitutions Billing no cancellations</p>	<p>Lynne was ill, so Susan explained an issue with event registrations: 7 – 10% no shows or cancellations/walk-ins; issues with registration. (Didn't cancel within three days).</p> <p>-- Discussion from various BoD members:</p> <ul style="list-style-type: none"> • Cancellations often offset Walk-Ins: not all the time (not for March, May, August monthly events along with the Big Event • Close registration 3 days ahead, but have message that states "registration is closed, but we welcome you as a walk-in. Walk-ins may not have food available." • Need to fix announcement emails to not say people can substitute. Substitutions enforced/allowed only for Gold chapter members 	<p>Susan will create subcommittee to further discuss</p> <p>Susan to address the issue at the November BOD meeting</p>
<p>Laura Steigelman, VP Member Involvement</p> <p>Requesting Volunteers</p> <p>December Appreciation Event</p>	<p>-- Laura welcomed the new BoD members and reminded them that they should share responsibility with committee members (get volunteers).</p> <ul style="list-style-type: none"> • Every VP should have a committee of 3 or more. • There will be a form put on hyperoffice to get members more involved • Notify Laura of the need for volunteers <p>-- Laura reminded everyone about the December chapter event at Latitude 30 for volunteer appreciation (6-8:30) on December 5th.</p> <ul style="list-style-type: none"> • Theme: Are You Smarter than a 5th grader? • Encourage bringing guests • Chapter volunteers get in free <ul style="list-style-type: none"> ○ VPs need to provide Laura their volunteer names from July 1st, 2011 to current period; Volunteers must have provided three months of service 	<p>VPs need to provide Laura their volunteer names from July 1st, 2011 to current period; Volunteers must have provided three months of service</p>
<p>Open Items</p>	<p>-- Linda – shout out to sponsorship committee (\$2500 for big event), good evals, said they would come back. We did not operate at a loss!</p> <p>-- Sue – Behind schedule on the survey; will work on it after Tuesday (Oct. 30). Casey will help with analysis (Jeff Backup)</p> <p>Board decorum/expectations – not quite done;</p>	

	Rachel's changes not yet included. Needs to be wrapped up.	
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Respectfully submitted
Susan Abraham *Susan Abraham*
Chapter Administrator, October 27, 2012